

Rep Order#	Ver#	Status	Traffic Order#	Printed:	1 of 6
6830638	3	Revised		08/30/2012 3:18 PM	

Last Received: 08/30/2012 2:19 PM

Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 904910
Buyer Michele Brooks
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/904910
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

$$S^* = \cup$$

---REMARKS---

VER 3 ISSUE REVISE RATES IN LNS 10-19,22-27,29,34-37
REVISE PRGM IN LNS 15-19
CXL LNS 28,33 AND 38-39
REVISE TP IN LN 21 AND 37
MKGD ON LN 40
TOTAL REMAINS 10,550
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	TU	5A-6A	NEWS AT 5	:30	\$150.00	09/04-09/04	1	1	1	\$150.00	
Rating: 3.1												
Buyline Comment: REVISE RATE PER STATION												
Sales Remark: V3 REVISE RATE PER STATION												
V3 More than 2 codes changed												
	*11	W	5A-6A	NEWS AT 5	:30	\$150.00	09/05-09/05	1	1	1	\$150.00	
Rating: 3.1												
Buyline Comment: REVISE RATE PER STATION												
Sales Remark: V3 REVISE RATE PER STATION												
V3 More than 2 codes changed												
	*12	TH	5A-6A	NEWS AT 5	:30	\$150.00	09/06-09/06	1	1	1	\$150.00	
Rating: 3.1												
Buyline Comment: REVISE RATE PER STATION												
Sales Remark: V3 REVISE RATE PER STATION												
V3 More than 2 codes changed												

EC'd Yes Last Received: 08/30/2012 2:19 PM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () SMART MEDIA GROUP Rep Firm
Advertiser () ALLEN FOR SENATE 814 KING STREET - SUITE 200 Sales Office () PHILADELPHIA
Product GEORGE ALLEN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 904910 Agency C/P1/P2/E ALLN/ORDR/904910 Salesperson Phone# 215-567-6005
Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

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*19 M 7A-9A TODAY SHOW :30 \$350.00 09/10-09/10 1 1 1 \$350.00

Rating: 6.0

Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION;REVISE PRGM
V3 More than 2 codes changed

*21 SA 8A-9A TODAY SHOW :30 \$300.00 09/08-09/08 1 1 1 \$300.00

Rating: 5.7

Buyline Comment: REVISE TP
Sales Remark: V3 REVISE TP
V3 More than 2 codes changed

*22 SU 6A-7A NEWS 10 SUN :30 \$100.00 09/09-09/09 1 1 1 \$100.00

Rating: 4.0

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

*23 SU 7A-8A NEWS 10 SUN :30 \$200.00 09/09-09/09 1 1 1 \$200.00

Rating: 4.6

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

*24 SU 8A-9A TODAY SHOW :30 \$275.00 09/09-09/09 1 1 1 \$275.00

Rating: 4.9

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	TU	6P-630P	NEWS AT 6	:30	\$800.00	09/04-09/04	1	1	1	\$800.00	
Rating: 6.4												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*27	TH	6P-630P	NEWS AT 6	:30	\$800.00	09/06-09/06	1	1	1	\$800.00	
Rating: 6.4												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*28	SA	6P-630P	NEWS AT 6 SATURDAY	:30	\$200.00	09/08-09/08	0	0	0	\$0.00	
Rating: 4.9												

Buyline Comment: CXL DUE NA DUE TO N.DAME
Sales Remark: V3 CXL DUE NA DUE TO N.DAME
V3 More than 2 codes changed

	*29	SU	6P-7P	NEWS AT 6 SUNDAY	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	
Rating: 4.5												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*33	SU	1130P-12A	INSIDER WEEKEND	:30	\$125.00	09/09-09/09	0	0	0	\$0.00	
Rating: 3.3												

Buyline Comment: CXL DUE NA DUE TO NFL
Sales Remark: V3 CXL DUE NA DUE TO NFL
V3 More than 2 codes changed

	*34	TU	11P-1135P	NEWS AT 11	:30	\$500.00	09/04-09/04	1	1	1	\$500.00	
Rating: 4.8												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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*35 TH 11P-1135P NEWS AT 11

Rating: 4.8

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

*36 SA 11P-1130P NEWS

Rating: 5.4

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

*37 SU 1130P-12A NEWS

Rating: 5.4

Buyline Comment: REVISE RATE PER STATION;REVISE TP
Sales Remark: V3 REVISE RATE PER STATION;REVISE TP
V3 More than 2 codes changed

*38 M 9P-10P AMER NINJA WARRIOR

Rating: 4.3

Buyline Comment: CXL DUE TO PRGM CHG
Sales Remark: V3 CXL DUE TO PRGM CHG
V3 More than 2 codes changed

*39 SU 8P-10P AMER GOT TALENT

Rating: 4.6

Buyline Comment: CXL DUE TO PRGM CHG
Sales Remark: V3 CXL DUE TO PRGM CHG
V3 More than 2 codes changed

*40 M 8P-10P

Buyline Comment: THE VOICE PREMIER
MKGD FROM LNS 28,33 AND 38-39

Sales Remark: V3 MKGD FROM LNS 28,33 AND 38-39
V3 Added

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---REPORT TOTALS---

Report Totals: 22 / \$8,325.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$10,550.00

Sales Totals: 36 / \$10,550.00

Station Totals: 36 / \$10,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$36,379	CATV 0%	WAVY 29%	WGNT 0%	WPXV 0%	WTKR 24%
			WTVZ 0%	WVBT 16%	WVEC 31%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE